

Search Engine Strategies**Conference & Expo Spring 2004**
March 1-4 • New York City**The Premier Event for Search Engine Marketing & Optimiz****Sponsored Links****Marketing Services**Customized Marketing & Ad Campaigns
Let MSN Find the Solution for You**Marketing expertise**Business-focused consulting.
Remarkable results for any budget.**Business-to-Business Mktg**marketreach, inc. - turnkey services for
effective business marketing.**Marketing Services**Professional, Affordable Support!
Precise Marketing Solutions**internet.com**

You are in the: Small Business Channel

Jump to Website

internet.com**(Webopedia)****The #1 online encyclopedia
dedicated to computer technology**

Enter a keyword...

...or choose a category.

Go!

choose one...

Go!

MENU

Home
 Term of the Day
 New Terms
 New Links
 Quick Reference
 Did You Know?
 Search Tool
 Tech Support
 Webopedia Jobs
 About Us
 Link to Us
 Advertising

keyword

Last modified: Tuesday, August 27, 2002

(1) In text editing and database management systems, a *keyword* is an index entry that identifies a specific record or document.

(2) In programming, a keyword is a word that is reserved by a program because the word has a special meaning. Keywords can be commands or parameters. Every programming language has a set of keywords that cannot be used as variable names. Keywords are sometimes called *reserved names*.

(3) A word used by a search engine in its search for relevant Web pages.

•E-mail this definition to a colleague•

Related Categories[Databases](#)[Programming Languages](#)**Related Terms**[command](#)[index](#)[parameter](#)[variable](#)**(Webopedia)**Give Us Your
Feedback**Compare Prices**

go

HardwareCentral**Talk To Us**

[Submit a URL](#)
[Suggest a Term](#)
[Report an Error](#)

jobs.**internet.com****REGISTER FOR FREE**

Get access to
Thousands of
High Tech Jobs!

internet.com

Developer
DevX
Downloads
EarthWeb

Sponsored listings

GoToast: Pay-Per-Click Bid Management Software - Offers bid management for multiple PPC search engines. Track visitors & conversions and review web analytics in one interface with 14-day free trial.

Pay Per Click Analyst: Pay-Per-Click Management Reviews - Provides reviews of pay-per-click search engines and bid management software. Includes newsletter, articles, and online advertising tools.

Business.com: Pay Per Click Advertising - Business-focused search engine and directory offering pay-per-click advertising for online marketing.

For internet.com pages about *keyword*
CLICK HERE. Also check out the
following links!

LINKS

= Great Page!

Shopping
KEYWORD Products
Compare Products, Prices and